

Working with College and University Campuses Objectives and Activities

These objectives and related activities are provided as a guide to assist Community Contractors in developing the Young Adult component of their Annual Action Plan. This document is divided into two (2) sections.

1. The first section is designed for communities with colleges and universities with little to no tobacco control activities currently occurring.
2. The second section is designed for communities with a college or university campus currently working on tobacco control with the Montana Collegiate Tobacco Prevention Initiative.

The objective and, in particular, the activities will change based upon the capacity and goals of a Local Health Agency and the campus in their community. If at any time a Local Health Agency would like assistance or support, they can contact Olivia Jolly at The BACCHUS Network at (303) 871-0901 or at olivia@bacchusnetwork.org

Section 1: For Community Contractors with campuses with little to no tobacco control activities

Objective: Implement a policy designating tobacco-free areas 25 feet from building entrances, opening windows, and air intakes on campus.		
Activity	Resources	Notes
Identify a staff contact on campus	Campus website; Partners in Tobacco Prevention Identification guide (http://www.tobaccofreeu.org/step_by_step.asp)	May take multiple attempts
Contact staff person by letter (you may want to mention that you will follow up by phone in your letter so they are expecting your phone call)	Campus website often has a directory for staff and faculty	
Arrange and have a meeting with staff person to explain your organization and desire to learn more about what the campus currently does for tobacco control; Ask for involvement	Explain why tobacco control on college campuses (BACCHUS has a PowerPoint that can be adapted for this purpose) and the goals and strategies for effective tobacco control	Intent of meeting is to introduce self, organization, interest in college population and why the need to address tobacco. Ask about current campus activities/policies on tobacco control. Learn about current

		climate on campus (health, politics, economic, student make-up, staff, faculty, and administrative support)
Determine best way to recruit students, staff, and faculty to participate in a Campus Tobacco Task Force to examine policies and services	Partners in Tobacco Prevention Identification guide (see above) is helpful	
Invite identified people to a meeting; Offer an incentive for attending (i.e., lunch, refreshments) in addition to stating the purpose of the meeting	Hold the meeting on campus so it is easy for campus people to attend. Food: Some buildings may require the use of campus catering (can be expensive) and others may not.	Talk with your campus contact about the best time to hold the meeting. Often breakfast or lunch meetings will work best.
Hold meeting	If you need a sample agenda, contact BACCHUS. Key items to include: <ul style="list-style-type: none"> - Introductions and why people were invited - What is the issue and why is it important (see aforementioned PowerPoint); goals - Open brainstorm from group on issues, goals, who to involve (to allow for interaction and buy-in) - Next steps 	Pass around a sign-in sheet. Be sure to have handouts that attendees can take with them from the meeting that summarize the purposed of the group and its goals. Send out a thank you note/email and minutes to all attendees that highlights goals, next steps, assignments and next meeting.
Conduct a policy and services scan of the campus	Colorado campuses have used the Campus Tobacco Environmental Scan (cost is \$300 for the STEP By STEP program (Student Tobacco Education and Prevention) that includes the Scan and other resources for evaluation, programming, media campaigns and policy work).	Include the task of completing this Scan in the Task Force meeting. It can be helpful to divide up the Scan among participants based on the areas where they work or know on campus.
Compile Scan results and		Be sure to coordinate this effort

distribute to Task Force		with your campus contact. You may want to work with this person to organize the results in a manner that is most beneficial to the campus and considers campus resources and politics.
Hold 2 nd Task Force meeting (continue to hold these meetings on a regular basis)	Bring copies of results from the Scan.	Use this time to review results, discuss next steps, discuss what is needed to implement a policy on tobacco use by buildings, and identify the key supporters that will be needed. These may include: <ul style="list-style-type: none"> - Education on secondhand smoke. - Education on support for this type of policy. - Resolution, support, and/or approval from Student Government, Staff Council, Faculty Senate. - Understand chain-of-command for policy change. - Research policies from other campuses. - Brainstorm enforcement and education of policy efforts.
Continue to hold meetings, recruit support, educate the campus on policy needs		
Invite the Campus Tobacco Task Force members to the community coalition meetings		

Section 2: For Community Contractors with campuses working on tobacco control with the MCTPI project.

Objective: Co-sponsor a campus program that is student led.		
Activity	Resources	Notes
Contact BACCHUS to find out the goals, objectives, and/or workplan for the MCTPI project and for the campus in your community.	Contact Olivia at (303) 871-0901 or olivia@bacchusnetwork.org	BACCHUS does ask that the Community Contractors keep BACCHUS informed of activities with the campus so that we can be sure we are utilizing best practices and not duplicating efforts.
Contact the campus advisor at the campus and ask to set up a meeting with this person and the student leader(s) on the project.	Contact BACCHUS if you need the contact information for your campus.	Possible items for discussion: <ul style="list-style-type: none"> - Current plans - Key populations - Key messages - Interest in program that is student led and supported by the campus (via MCTPI) and the Community Contractor
Find out how students (all or a key population) receive their information (i.e., newspaper, radio station, TV station, flyers, residence hall or house)	Campus advisor, peer education group, student union, residence or Greek life, etc.; campus website	
Determine budget for a program.	A joint conversation between the students, the advisor, and the Community Contractor is helpful for this task.	Programming and policy funds (from MCTPI) spent by the campus must be approved by BACCHUS to ensure funding guidelines are followed.
Identify focus for program (issue, policy, etc.).	Be sure that the students have an active role in this conversation so that they have ownership of the program.	Programs should follow best practices and use positive, engaging tools to deliver message. For example, using

	The Community Contractor may be able to provide ideas, resources, etc.	positive normative messages and including interactive components is more effective than “scare tactics” (i.e., jar of tar, pig lungs) and passive programming (i.e., information on a table at a health fair).
Develop marketing and evaluation plans for program.		
Secure logistics for program (i.e., location, date, time, A/V, food).		
Outline and prepare program.		
Practice program.		
Develop press release on program that is sent to the campus media.	If help is needed for developing a press release, campuses can contact BACCHUS.	
Monitor campus media for coverage of the program (before and after)		
Conduct program and evaluation.	Evaluation can be done by tallies, anecdotal responses, earned media coverage, short survey questions, etc.	
Analyze evaluation and develop a list of successes and lessons learned.		
Submit a “Programming 1, 2, 3”.	Student leaders and advisors will have received this document at their fall training.	This is a form campuses fill out for each program they conduct and then submit to BACCHUS as part of their MCTPI participation.